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ABSTRACT

A community analysis study of the Hollins Branch Library, Roanoke, Virginia, was undertaken to evaluate the library's activities and services and provide a base for developing short and long range goals and objectives responsive to community needs. Data were gathered from various sources including regional and local planning agencies, local organization directories, and library statistical records. Part I presents community information in the following categories: History and Topography, Economic Activity, Population-Borrowers' Distribution, Education, Churches, Other Groups, and a Summary of community characteristics. Part II contains the library data related to history of the library system, history of the Hollins Branch, physical dimensions and size of holdings, results of a library walkaround, book collections, staff, services, and library characteristics. Part III notes several potential improvements in facilities and library organization based on data gathered throughout the study. (JAB)

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THE HOLLINS BRANCH LIBRARY AND ITS COMMUNITY:

AN ANALYSIS OF AVAILABLE DATA

Prepared by

Frederick Roberts Reenstjerna, Librarian

Hollins Branch Library

Roanoke, Virginia

26 May 1978

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Preface

This report was prepared as a result of a seminar sponsored by the Virginia State Library, in co-operation with the Community Analysis Research Institute, Graduate School of Librarianship, University of Denver. The seminar was led by Dr. Roger Greer.

Special thanks must go to Mr. Danny Smiley of Malcolm Blueprint & Supply Corporation, who prepared the reduced traffic-zone maps used in this report, and who prepared the only overlaid street and traffic-zone map of the area that was available. This work has created valuable research data which did not heretofore exist.

Sincere appreciation is expressed to Mr. Karl Bossmeier, Fifth Planning District Commission, for his many efforts in securing basic research statistics and for suggestions of approaches to the data. Mr. Robert Hooper of the Roanoke County Planning Office offered several suggestions, some of which are cited directly in the body of this report.

Thanks are expressed to all people who contributed in some way to this community analysis.

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PART I. A. HISTORY AND TOPOGRAPHY

Roanoke County's history has been closely related to the development and expansion of Roanoke City, as the following summary indicates. This material is quoted intact from the comprehensive land use plan for the county, developed by Balzer and Associates ("History," p. 1):

Roanoke County is located in the Roanoke Valley of Southwestern Virginia. It is surrounded by the Blue Ridge and Applachian Mountains.

The first settlement in the County was established around 1740. Settlement occurred in Roanoke County because of its location on the Roanoke River.

Roanoke County was established as a separate political jurisdiction by an act of the Legislature on March 30, 1838 of territory which was originally a portion of Botetourt County. The General Assembly established Salem as a town on January 6, 1806 and established Big Lick as a town on February 28, 1874. Salem thus had almost seventy years head-start on Big Lick (which was later changed to the same name as the County). Even this head start, combined with the much more desirable, strategic location and the fact that Salem was the County Seat was not enough to make Salem the center of the vast settlement and development which has taken place in the County. Cooperative and aggressive leadership and enterprize combined to bring promotional efforts to focus on Big Lick and make it the center of development.

PART I. A. HISTORY

During the past century Roanoke City's population and area growth has been tremendous. In fact, during its brief 100 years of existence, the territory of Roanoke City has increased by an amount equivalent to more than 170 acres each and every year. The dates of such extensions are shown in Table I. These indicate a continuous series of changes in what constitutes Roanoke County and had led to a constant state of uncertainty which has hampered confident long-range planning.

Further annexation, effective January 1976, absorbed the Corridor area between Salem and Roanoke City, as well as residential neighborhoods in the southwest part of the county and also close to the Hollins Branch Library.

The area around the Hollins Branch Library, comprising the Peters Creek and part of the Glade Creek planning areas in the Balzer and Associates report, is an area of expanding residential and commercial activity. These areas have accounted for more than 30% of all county housing construction since 1960--close to 40% of all construction since 1965 (Balzer, "History," p. 15). The following chart of telephone installations in 1976 bears out this pattern--telephones for all exchanges serving the Hollins area showed an average 25% increase in 1976 over 1975.

PART I. A. HISTORY

Figure 1.

TELEPHONE INSTALLATIONS/REMOVALS FOR NEIGHBORHOOD EXCHANGES, 1976

EXCHANGE	INSTALLATIONS	REMOVALS	GAIN (LOSS)
362	2,339	1,880	459
366	1,767	1,648	119
563	3,542	2,765	777

Data furnished by Mr. Arthur Johnson, Chesapeake & Potomac Telephone Company

This construction activity is a function of topography. The 2 planning areas have the greatest concentration of level land (i.e., 0 to 20% slope) of all planning areas in the county.

PART I. B. ECONOMIC ACTIVITY

Some of the major economic entities in the region are within the Hollins area. ITT Electro-Optical Division lies within a mile lf the library, as does Double Envelope Corporation and an operations center for First National Exchange Bank. Several miles away, but within the service area of the library, is a plant operated by Eli Lilly & Company, as well as a branch office for the A. B. Dick Company.

PART I. B. ECONOMIC ACTIVITY

Several strategic highways run through the Hollins Branch Library service area, and it is along these roads that the bulk of commercial development has taken place. Peters Creek Road, running East-West across most of the area, has developed primarily in office spaces and light-to moderate industries, with some food-store shopping areas. Williamson Road, running North-South, becomes more of a classic strip development as it approaches Roanoke City, with an increasing number of fast-food shops, small motels, filling stations, etc.

The Hollins Branch Library is well located near the intersection of Williamson and Peters Creek Roads. This location is particularly significant in attracting non-re[illegible] users from Botetourt County. The county line is less than two miles from the library building, and Williamson Road reaches into a major residential portion of Botetourt County. It is the natural route into Roanoke City for business and shopping, and thus the Hollins Branch Library is close to a natural travel route.

Driving around the area, one is impressed by the fact that very few businesses are physically close to one another. One must repeatedly get into and out of an automobile to transact business. There are no sidewalks along any of the major roads, making it inconvenient to walk from place to place.

PART I. B. ECONOMIC ACTIVITY

The significance of this fact is that the library's location requires its clientele to have access to individual transportation. Economically disadvantaged people, the handicapped or infirm, are all unable to make full use of the Hollins Branch Library because of restrictions on transportation.

PART I. C. POPULATION--REGISTERED BORROWERS' DISTRIBUTION

Traffic Zone Data

The basic demographic unit for most of this community analysis has been the traffic zone, rather than the census tract. Traffic zones are used by the Fifth Planning District Commission to compile basic data on population and housing. When they were established in the late 1960's, traffic zones were specified as a definitive area (within a natural boundary such as a road, river, railroad, etc.) which bounded an area defined by homogeneous population, and which produced approximately-equal volume as other traffic zones. These data are used to identify transportation and other public-service needs. Since there is the requirement of equivalent traffic, there is usually an inverse relationship between population density and traffic-zone size; greater distance from the city center means a larger-sized zone. Traffic zones do not extend into rural areas, since there is insufficient traffic volume to define a zone. Thus, traffic zones do not cover Roanoke County in its entirety.

PART I. C. POPULATION & REGISTERED BORROWERS

Census tract data is a subdivision of county or city census data, based on roughly-equivalent units of population. Census tracts are larger than traffic zones (Roanoke County has twelve tracts and forty-six zones, for example), and the data are much more refined--there are classifications by age, sex, occupation, educational level, etc. However, several factors have argued against using census tract data for this survey.

First, the decision to annex portions of Roanoke County into Roanoke City in January 1976 changed the boundaries of census tracts in the Hollins area. Tracts have been re-drawn and re-numbered, making impossible any comparisons of post-annexation and pre-annexation data.

Second, economic and demographic changes since 1970 have made most of the census data obsolete. Inflation and the 1973 energy crisis have distorted per-capita income, employment, and other economic statistics, so that an analysis of the 1970 data would yield unrealistic statistics. The community has been changing physically, as well, as the information on housing construction in Part I. A. of this report indicates.

The decision was made to sacrifice some details in order to have greater currency for the remaining data. When this analysis was begun in the fall of 1977, the most-recently available data for traffic zones was for 1975.

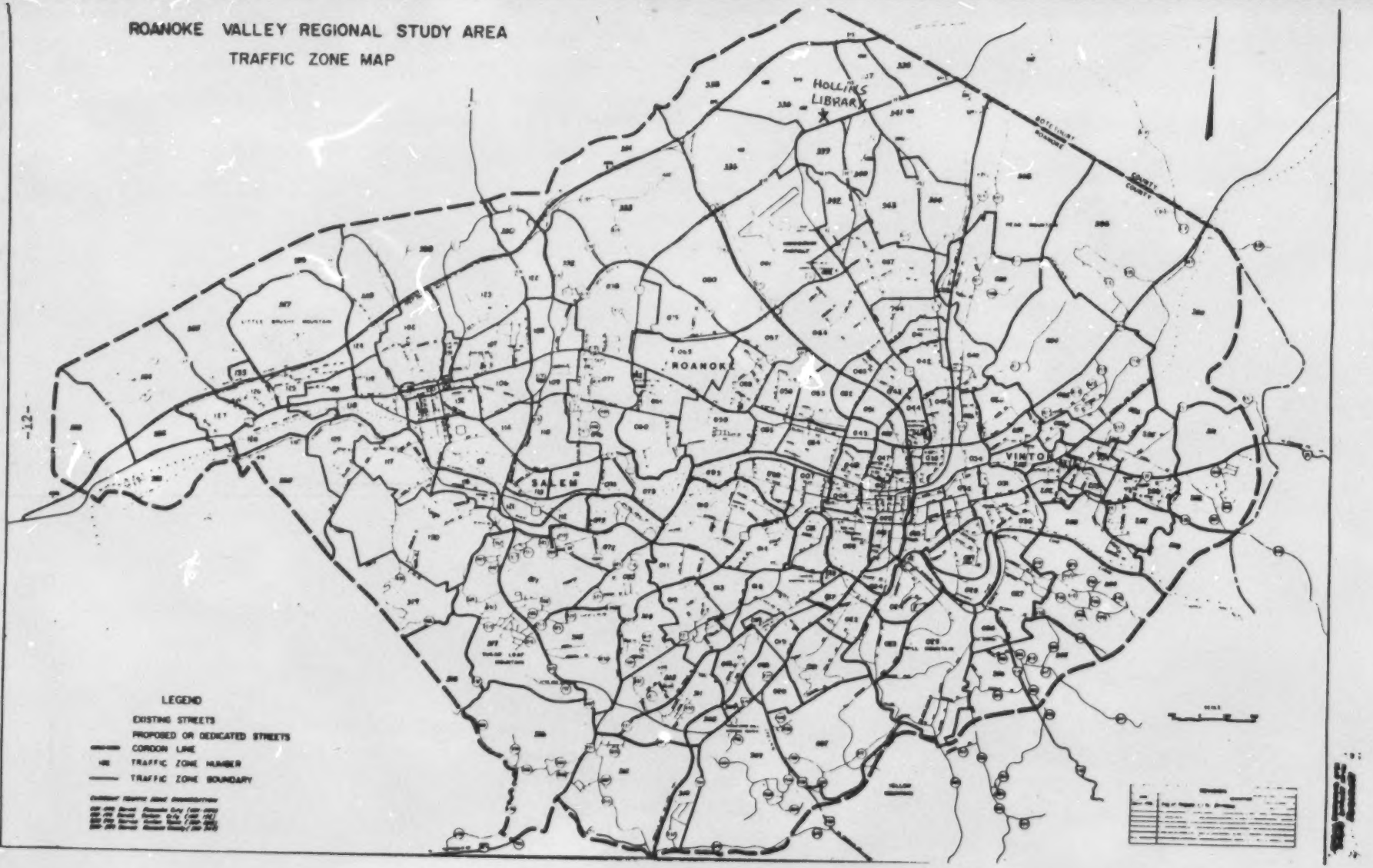
PART I. C. POPULATION & REGISTERED BORROWERS

Conversations with Mr. Robert Hooper, County Planner for Roanoke County, indicated that the Catawba area was much less changed from 1970 than the rest of the county, and that census tract data would be useful in studying this area. The accompanying map illustrates the county's traffic zones, as well as the Catawba area and Botetourt-Roanoke county boundaries near Hollins. A study of the Catawba census tract will be conducted at a later date.

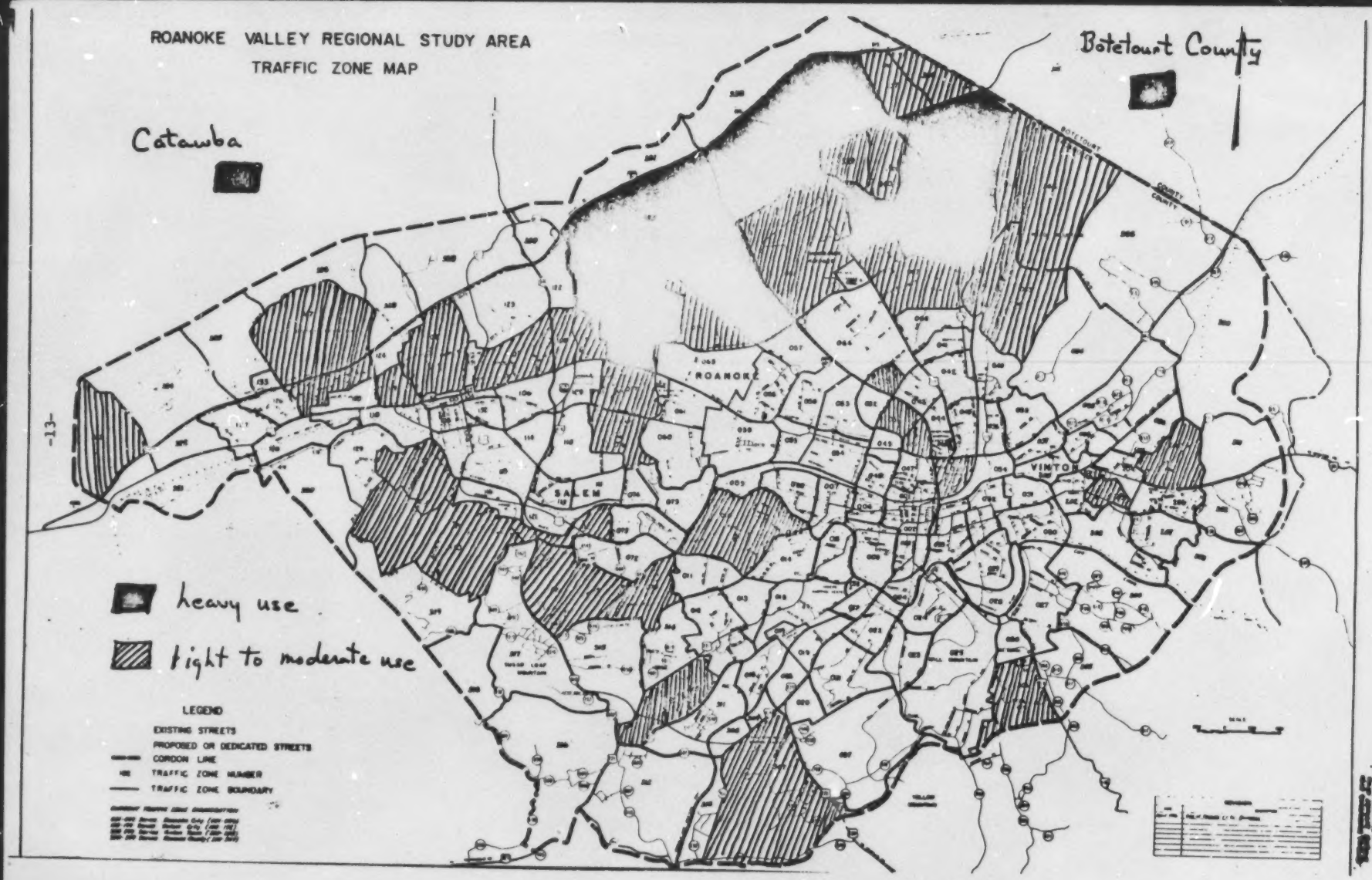
Registrants

A random sample of registrants showed concentrations of library users in several traffic zones. The largest concentration of registrants is in a Roanoke City traffic zone, number 078 (see distribution map, p. 13). This area was included in the January 1976 annexation. Having a significant user population within city limits re-inforces the need for co-operation between city and county library systems. Over 28% of the sample were city residents.

Within the county, the Hollins user group clusters in two or three principal areas. Greatest density was in zone 333, with support populations in zones 332 and 334. These zones comprise a section of the county referred to as North Lakes, and they also


ROANOKE VALLEY REGIONAL STUDY AREA
TRAFFIC ZONE MAP
HOLLINS LIBRARY
ROANOKE
SALEM
VINTON
LEGEND
EXISTING STREETS
PROPOSED OR DEDICATED STREETS
CORDON LINE
TRAFFIC ZONE NUMBER
TRAFFIC ZONE BOUNDARY

-12-


ROANOKE VALLEY REGIONAL STUDY AREA
TRAFFIC ZONE MAP
Botetourt County
Catawba
ROANOKE
SALEM
VINTON
heavy use
light to moderate use
LEGEND
EXISTING STREETS
PROPOSED OR DEDICATED STREETS
CORDON LINE
TRAFFIC ZONE NUMBER
TRAFFIC ZONE BOUNDARY

include sites for three schools--Glen Cove Elementary, Northside Junior High, and Northside High. The three zones contained just over 11% of the total sample--and 24% of all county registrants registered at the Hollins Branch Library.

Other concentrations of registrants were in the Brookside and Summerdean areas (zones 343 and 339, respectively). There was also a smaller concentration of registrants in the immediate area of the Hollins Branch Library (zone 336). A cluster-like distribution was projected by the County Planner in onformal conversations in October 1977, and this has been realized in great part in the sample data distribution.

There are several implications to be drawn from these data. Most evident is the question of transportation, already cited in the preceding section of this report. The Hollins Branch is only partially an immediate-neighborhood library. It might be called a semi-regional facility, since it includes Roanoke City, Roanoke County, and Botetourt County residents--as well as a small number in Salem and other areas--distributed over an extensive geographic area.

Approximately 10% of the sampled registrants lived within one mile of the library. The bulk of the library's users are thus beyond walking distance to the building.

There is no mass transit service connecting the library and its clientele. Bus service has been restricted by budgetary cutbacks so that there are connections within the city area to downtown Roanoke, but there are no cross-connections to bring potential users toward the library. Without mass transit, the library is dependent on availability of family vehiches and also the availability of non-employed family members to provide transportation.

A brief chart of the traffic zones with highest registrations is shown in the accompanying table. Full listings of sampled-registrants' locations is given in Appendix I, following this report.

Figure 4

Characteristics of Traffic Zones with High Registrations

ZONE NO.:	078	080	333	336	341	343
# Sampled	43	21	38	23	30	35
Populat'n	3,392	1,301	2,677	1,470	2,008	3,719
Dwelling Units	1,121	462	750	452	590	106
People per Unit	3.03	2,82	3.57	3.25	3,40	35.0
Autos per Unit	1.67	1.60	3.33	1.44	2.14	18.71

Aside from the unusually-dense population per unit in zone 343--probably caused by apartment buildings, according to the county planning office--the per-unit statistics are not significantly different from zones with lower registration densities. There is no direct correlation between sample density and number of automobiles per

unit. Zone 078 has the highest concentration of registrants, but only 1.67 autos per unit.

One point to keep in mind when comparing sample results for the entire survey, as tabulated in Appendix I, is that samples in Roanoke County and Roanoke City are for individuals, while samples in Botetourt County, Bedford County, etc., represent families. The non-resident fee to use county libraries is $6.00 per individual. Most people thus purchase one card and use it for the entire family. Where cards are free, everyone in the family can have their own card. Thus, the Botetourt total from this sample should be multiplied by a factor to indicate the actual number of individual library users.

PART I. D. EDUCATION

20,817 people attended public elementary, junior high, and high school in Roanoke County, according to statistics from the Roanoke County Board of Education. Within the Hollins Branch Library's service area, there are 7 elementary schools, 1 junior high school, and 1 high school, in addition to a vocational high school. Total enrollment in these schools is in excess of 5,400--25% of the countywide total.

The only four-year colleges in the Roanoke area are Hollins College and Roanoke College. Hollins is within a mile of the library; Roanoke is on the periphery of the service area in Salem. Hollins College has an enrollment of 1,024 (1977-78); it is a private college. Roanoke College is a provate-co-educational institution sponsored by the Lutheran Church in America. It has an enrollment of 1,265 (source for both colleges: The College Blue Book, v. 1, pp. 732 and 738).

Virginia Western Community College is a state-supported, two-year institution in Roanoke, with an enrollment of around 5,000, according to their Admissions Office.

Several specialized schools lie within the service area. Roanoke Valley Christian School, a provate elementary school operated by Shenandoah Baptist Church, 6520 Williamson Road, has an enrollment of between 100 and 200 students. The Berean Baptist

PART I. D. EDUCATION

Christian Academy, operated by Berean Baptist Church in Salem, is a private school enrolling slightly more than 200 students in kindergarten through grade 9. Shenandoah Bible College is self-described as a Bible college with a total enrollment of 75--25 daytime and 50 evening students. The Community School is an alternative elementary school with approximately 60 students; grades kindergarten through 4 are currently offered.

Examination of the surrounding area--or a check of telephone yellow pages under "Schools--Nursery and Kindergarten"--reveals a number of pre-kindergarten progarms offered by local churches.

An interesting fact about the four-year colleges is their low incidence of area students. Hollins College, according to their Information Office, has only 16% local students. Roanoke College draws only 25% of its enrollment from the Roanoke area.

By contrast, over 95% of Virginia Western Community College's student body comes from the Roanoke area. The enrollment is approximately evenly divided between day and evening students; the average age of students is 29 years.

These data illustrate an important point about the Roanoke area: in spite of its size, Roanoke is not significantly involved with advanced higher education. Combining such factors as the Norfolk and Western Railway's heavy-industrial economic base, and the 29-year average age at Virginia Western, one receives an im-

pression of a distinctly blue-collar, working-class environment.

Implications for library service to this group are readily apparent. Students at Virginia Western who are not close to campus will probably rely on local public-library resources for their research, if they live a distance from campus (the campus library closes at 9:00 PM during the week, and many classes run from 7:00 PM through 10:00 PM, making on-site library use difficult). This tendency has been observed at the Hollins Branch Library, although no empirical data have been prepared.

The public library is a more probable information source for these people than adjacent college libraries--Hollins, for example--for several reasons. First, all colleges in the area are private institutions, and area residents would normally turn first to a public institution than to a private one. More importantly, the bulk of Virginia Western's coursework is more practical than theoretical. No subject majors can be offered unless there is a demonstrable opportunity for employment in the region, according to enabling legislation concerninc community colleges. This generates information requests more related to public library acquisitions than to the research-oriented, liberal-arts collections of academic libraries.

Second, attention should be given in collection development to subjects of interest to this population segment. Certain important segments of nonfiction, for example, have median publication dates which are too old for use by contemporary students. Also,

some subjects--composition, algebra, and literature, for example--have been inadequately acquired in the past to support present levels of use. These situations should be corrected.

On the elementary-school level, statistics indicate a decline in enrollments in county schools over the past five or six years. According to personnel at the School Board headquarters, this decline is a result of birth rate changes and of annexation. One elementary school on Peters Creek Road, Southview School, was closed because of a decline in enrollment caused through annexation. Children within annexed areas now attend city schools--most likely Westside Elementary, 1441 Westside Boulevard, according to city school personnel.

This change in school attendance results in a changed traffic pattern for parents and others transporting schoolchildren. Whereas the previous pattern lay along Peters Creek Road (with the library less than 1 1/2 miles further along the road), the new pattern lies wholly within the City of Roanoke, in the opposite direction from the library, and the distance from school to library is more than twice as far.

Such a suggestion of possible traffic-pattern change is offered for consideration, since a pattern change induced by court-ordered busing had a perceptible effect on children's circulation at the Raleigh Court Branch of the Roanoke City Library (Keyser, 1978).

PART I. EDUCATION

One service formerly provided by the Hollins Branch Library to nearby elementary schools was called the Classroom Collections program. Although exact details have been difficult to isolate, the program involved transporting between 20 and 50 children's books to each classroom in up to a half dozen elementary schools several times during the school year. The program was intended to supply recreational reading within classrooms (occasionally selections were course-related), in the hope that students would associate these books with the Hollins Branch Library and would develop lifetime recreational reading habits. Evidence indicates that many if not all of these books were counted with regular circulation.

At the request of supervisory personnel in the school system, the Classroom Collection program ceased operation after October 1976. The effect of this program on the children's circulation statistics is not empirically known, but it can be assumed to account for some of the decline in children's circulation in 1977 over 1976 (56,698 versus 88,688).

PART I. E. CHURCHES

The Appalachian Mountains have been a traditional stronghold of evangelical (independent) Protestantism. Settlement by Germans, Scots, and Irish--coupled with the revivalist movements of the eighteenth and nineteenth centuries--have shaped the character of religion in the area.

As a survey of religions distributed in the Roanoke area, the 1977-78 Yearbook of the Roanoke Valley Ministers' Conference was used. This directory lists individual members and the churches with which they are associated; conference members are grouped by denominations.

The number of churches identified in this sample was 274, distributed as follow:

Figure 5: Roanoke Area Churches

Denomination	Number	% of Total
Baptist	99	36.13
Methodist	48	17.52
Church of the Brethren	26	9.49
Presbyterian	21	7.66
Lutheran	12	4.38
Wesleyan	11	4.01
Church of God	10	3.65
Episcopal	10	3.65
Christian (Disciples of Christ)	9	3.28
Other Protestant	8	2.92
Assembly of God	5	1.82
Roman Catholic	5	1.82
Church of Christ	3	1.09
Jewish	2	0.73
Foursquare Gospel	1	0.36
Other (incl. institutions)	4	1.46
TOTAL	274	100.00

PART I. E. Churches

It is possible that the independent character of some evangelical churches decreases their probability of joining an area ministerial organization, and there is therefore the possibility that this distribution is skewed slightly away from these churches.

The Directory was then searched to identify churches located in the Hollins Branch Library service area, based on a study of registered borrowers' distributions (see map in Part III. A.). The service area was defined to include the Catawba census tract, as well as portions of Botetourt County adjacent to the county line (Troutville and Cloverdale sections), since these areas showed borrower densities comparable to residential areas surrounding the library.

A total of 36 churches were identified, distributed by denominations as follow:

Figure 6: Hollins Area Churches

Denomination	Number	% of Total
Baptist	14	38.89
Church of the Brethren	6	16.67
Methodist	4	11.12
Lutheran	3	8.34
Other (incl. institutions)	3	8.34
Presbyterian	2	5.56
Christian (Disciples of Christ)	1	2.78
Church of Christ	1	2.78
Wesleyan	1	2.78
Other Protestant	1	2.78
TOTAL	36	100.00

PART I. E. CHURCHES

These statistics do not include a religious minority group, the Old Order German Baptist Brethren--sometimes referred to as "Dunkards," from the German verb meaning "to baptize." These Brethren are recognizable by their plain garb, resembling the Amish, and by their industrious work in farming, carpentry, and other trades. There is one church of these Brethren within the Hollins service area, at the intersection of Green Ridge Road and Highway 629, in traffic zone 333.

While other Protestant churches do not exact the formal public recognition of their members in the manner of the Old Order Brethren, churches are nevertheless significant elements of much of the community in Hollins and in the Roanoke Valley generally. Many churches have organized pre-kindergartens and nursery schools, and they have developed special programs for particular age groups--older citizens, recently-married couples, singles, etc.

A detailed survey of specific church programs is planned to follow completion of this community analysis. The object of this survey will be to identify particular programs offered. to inform different churches of similar programs being offered, and to design library services which could assist them in their work.

One important need in the service area is that of meeting space for various clubs and gruops. The Hollins Branch Library has two meeting rooms, and both are in high demand from local organizations. It is hoped that a significant result of the church survey will be disclosure of additional meeting spaces in the community.

PART I. F. OTHER GROUPS

The Roanoke Chamber of Commerce publishes a directory of civic and cultural organizations in the entire area. The directory is extensive, running over 14 pages of 2-column listings and including well over 100 groups.

A joint attempt was made to survey these organizations in connection with the community analysis of the Raleigh Court Branch of the Roanoke City Library. Statistical response was insignificant, however, and there was not a sufficient data base for interpretation.

It is virtually impossible to relate a particular civic or cultural organization to a given jurisdiction. The group's mailing address may depend on a current officer's home or office location, while the organization itself may draw members from across the entire region. The directory, therefore, was not suitable for an alalysis of groups in the manner of the survey concerning area churches, described in the preceding section.

A very informal survey of activities in and around the Hollins Branch Library indicate a diversity of interests. The library has been a meeting spot for various hobby clubs--war games, pony fanciers, model-aircraft builders, etc.--as well as literary groups, professional societies, and special-interest social-welfare organizations. There appear to be many interests and many organizations to address those interests in the Hollins area.

SUMMARY OF PART I: CHARACTERISTICS OF THE COMMUNITY

The Hollins Branch Library's service area is predominantly residential, with a few major industries located nearby. Commercial development has been in extended strips along the 2 major highways; there is no compact neighborhood shopping district near the library, which might attract a walk-in trade. Mass transit is not available to reach the library from other parts of the service area.

The population of the service area--which includes portions of Roanoke City and Botetourt County--appears to have diverse interests, judging from area organizations. Income levels in the county portion of the service area are about at the county average, if current trends have followed past developments (Balzer, "Economic Factors," p. 23).

PART A. HISTORY OF THE LIBRARY SYSTEM

The Roanoke County Public Library was organized in 1945. It was headquartered in the county seat, Salem, and was governed by a Library Board.

The first branch library in the system was constructed in Vinton in early 1970. Later that year, the Hollins Branch was opened, and a hew headquarters library was completed in the southwest portion of the county in 1972. The City of Salem now has its own public library.

At this time, there are three public-library systems in the Roanoke area: Roanoke City, Roanoke County, and the City of Salem. A series of interconnecting borrowing arrangements have been completed to allow residents of different jurisdictions to use other libraries. Roanoke City residents and Roanoke County residents can use each others' libraries without charge. Salem residents and Roanoke County residents have mutual borrowing privileges. Salem residents must pay a non-resident fee to obtain a Roanoke City library card, however, and vice versa. There is a $6.00 non-resident fee for people from other areas to use the Roanoke County Public Library, and similar fees are required for non-residents in Roanoke City's library.

Roanoke County has a headquarters library and three branches--Hollins, Vinton, and Bent Mountain. A new branch is scheduled to open in the Glenvar section this fall. Glenvar is in the far western part of the county.

PART II.A. HISTORY OF THE LIBRARY SYSTEM

The Library Board was disbanded in January 1976, when the county's voters approved a council-executive form of government. The library is now a department reporting to the County Executive.

PART II. B. HISTORY OF THE HOLLINS BRANCH LIBRARY

The Hollins Branch Library was opened in December 1970. For the bulk of this time, the library was under the direction of James C. Tucker, who remained as Librarian from opening date until December 1976.

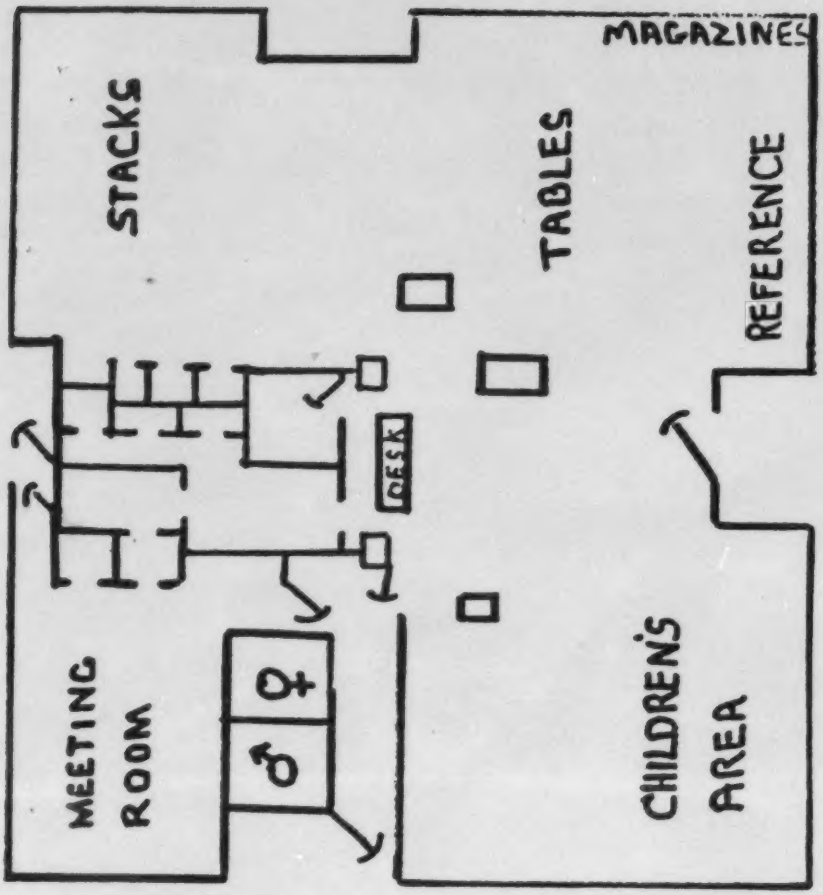
From the beginning, the Hollins Branch Library acquired a reputation as a community activity center, which was a novel approach among Roanoke area libraries. Special programs for children--puppet shows, etc.--have been a trademark of the Hollins Branch Library since its opening.

PART II. C. PHYSICAL DIMENSIONS AND SIZE OF HOLDINGS

The Hollins Branch Library building encompasses over 5,200 square feet. Of that total, approximately 1,015 square feet are for the children's stack and service area, 900 are for adult stacks (bookshelves), around 1,000 for adult reading areas, 575 for a meeting room, and 650 for work areas and storage. These subtotals do not include floor space for interior walls, bathrooms, hallways, etc. (see floor plan on page 29).

Figure 7: Floor Plan of Building

Hollins Branch Library



Roanoke, Virginia

In the architect's plans, a full basement was planned to accompany the one-story library structure. The basement would have been an area center for classes and programs offered by the county's Parks and Recreation Department. After architectural plans had been completed, the Library Board decided against a co-operative venture, and the basement was deleted from construction. Subsequent use of the library building as a de facto community center has demonstrated that the initial concept was correct. At the present time, the library is seriously short of meeting-room space.

There is no acoustic separation of study areas from book stacks, or of adults' from children's service areas. This lack creates a noise problem in the building for those users requiring isolated, quiet places. Libraries are many services to many different people; one should not be forced to sacrifice one service for the sake of another. In the Hollins case, designers opted for a wide-open interior, leaving no area for quiet study. One hundred years ago, the library would have been a universally-quiet building, but contemporary librarianship produces both sound-generating and quiet activities; there should be consideration for both kinds of activity in the building.

PART II. C. PHYSICAL DIMENSIONS AND SIZE OF HOLDINGS

Over 25,200 people live in the immediate Hollins service area--this excludes the Catawba district and Botetourt County, but includes portions of Roanoke City. To serve this population, the American Library Association's Guidelines for Determining Minimum Space Requirements calls for 15,000 square feet of total floor space, and a book collection of 50,000 volumes. 5,00 square feet of floor space is recommended for book collections alone.

The Hollins Branch Library's book collections cannot be precisely computed, because of discrepancies in the shelflist. An estimate of holdings would be in the range of 35,000 to 40,000 volumes, counting materials in circulation. Circulation is discussed further in Part II. E.

PART II. D. RESULTS OF LIBRARY WALKAROUND

In October 1977, 3 staff members from the Roanoke County Department of Parks and Recreation conducted a library walkaround to see how the library appears to people unfamiliar with the building. A prepared questionnaire alerted these people to situations they should examine in the library building to evaluate the effectiveness of library design, graphics, accessibility, and appearance.

PART II. D. RESULTS OF LIBRARY WALKAROUND

Two items are perhaps of greatest concern. One is the poor state of library graphics--directional and informational signs. Exterior signs on the library building are not visible at the high speeds of travel on Peters Creek Road. Spacing between the letters is insufficient: shadow patterns on the signs form a dark, solid bar, covering most words. This problem is re-inforced from personal experience, for several newcomers have reported to library staff that they had difficulty in identifying the library from the street.

On the interior, graphics are in general equally poor. Large-lettered signs, visible from a distance and delineating specific areas of the library, were ordered for the building within the past year, but an inferior substitute was supplied by the county purchasing office. These latter signs were too small to be visible from a distance, and they cannot be used in the setting for which they were intended.

Strangers entering the library have no way to determine where some materials are located, what events are scheduled in the library, where the rest rooms are, or indeed anything about the library. For an institution whose purpose is communication, the library's failure to communicate with its users through adequate graphics is a conspicuous failure.

A second concern is the cluttered appearance of the library (Walkaround Items 15 and 20). Steps have already been taken to

correct this situation, although a surfeit of tables and chairs compounds the problem.

Stacks in the adult nonfiction section have become critically overcrowded. Various temporary solutions are attempting to alleviate the situation, but the only long-term solution is to increase stack space. This cannot be done unless the building were enlarged.

Accessibility is a keyword describing several problem areas. No ramps for wheelchairs are available at the library. No bicycle racks have been purchased. Parking on the front driveway is permitted, congesting traffic flow. The library is on a divided highway, yet no turning space has been made across the median at the library driveway.

The report on the library walkaround is reproduced on the next 2 pages.

ROANOKE COUNTY

Department of Parks and Recreation

5929 Cove Road, N. W.

ROANOKE, VIRGINIA 24019

DIRECTOR
DARRELL SHELL

PHONE 1-703-366-3481

October 18, 1977

After visiting the Hollins Branch Library, we made the following observations:

1. Staff gave us good service and was well informed about activities in the library.

2. Due to the large number and variety of activities that take place at this library, we feel it is involved and interested in the community.

3. The children's section is well defined by the use of pictures and posters.

4. There appears to be good quality and quantityof materials in the library.

5. The meeting room is quite adequate and functional because it has a separate entrance from the main library, therefore, activities taking place do not conflict with the rest of the library.

6. We were impressed with the fact that a section is maintained for displaying community activities and information, flyers, and pamphlets.

7. Upon entering the front of the building, the main desk and card catalog are easily accessible.

8. We found interesting art displays.

9. Accessibility to the library from Peters Creek Road on the North bound lane needs improvement (ieeliminating the need for a U-turn at Oakey's)

10. Visibility of the library sign is poor. The letters are too small and spaced too closely. Shadows from the letters make it unreadable.

11. If parking was prohibited in the driveway entrance, the flow of traffic would be much smoother. Converting the driveway entrance into a fire lane could be a solution.

12. Maneuverability in the parking lot is limited due to lack of space.

13. Wheelchair accessibility is questionable through the main entrances. Wheelchairs could enter through the meeting room back door, but we found this entrance blocked by library materials. Entrance through the meeting room could inconvenience all involved. Due to lack of space, wheel chair maneuverability within the library is limited.

PART II. D. RESULTS OF LIBRARY WALKAROUND

14. There are no bookdrops and bike racks.

15. Some signs are not visible because of untidiness on shelves (ie bookends were stacked in front of card catalog sign)

16. Information signs: such as "New Books", "Rest Rooms" etc. are not readily visible. Fire extinguisher could be more clearly marked.

17. Children's card catalog should be marked as such.

18. Some books are not placed properly on shelves. They are put on top of others and hence call numbers and titles are not readily visible. There does not appear to be any shelves for oversized books.

19. The graphics for the stacks are adequate but not permanent and attractive.

20. Overall, the building has an overcrowded appearance due to excess furniture, displays etc. We feel that all you have to offer is worthwhile, but reorganization may aid in alleviating the present space problems.

PART II. E. BOOK COLLECTIONS

Background

A sample of the adult fiction and nonfiction collections was undertaken in December 1977 by Mr. Joseph Nackley and a group of Scouts. The shelflist was measured, and an interval was established to acquire a minimum of 400 cards for the sample. Procedures were designed to insure a truly random and accurate interpretation of the collection; they were based on techniques supplied by the Community Analysis Research Institute, Denver, Colorado.

Circumstances prevented accurate sampling of the juvenile collection, so that any sample would have been a valueless exercixe. When the Hollins Branch Library was established, up to half of the juvenile collection was established by transferring books from the Headquarters Library. There was no transfer of catalog cards, however, and no notations were made on shelflist cards to show this redistribution of material. It was impossible to determine accurately the holdings of children's books at the Hollins Branch Library. This was particularly unfortunate, since declining juvenile circulation has been a policy concern of top management for some time. An additional discussion of this question has been made in Part I. D., "Education," in this community analysis.

Although the Hollins Branch Library had its own shelflist, this file had run out of space two years ago, and no cards had been filed since that time. An accurate sample of the file could be obtained only through the master shelflist at Headquarters, and this catalog was therefore the sample source.

PART II. E. BOOK COLLECTIONS

Subject Strengths

Eleven subclasses in the Dewey system contained slightly more than half (52.83%) of the total nonfiction collection at Hollins. These classes and their relative strengths are shown in Figure 9: Subject Strengths in Order of Size. A full list of Dewey subclasses is included in Appendix II.

The ten basic classifications in the Dewey system are distributed in the following manner through the sample:

Figure 8: Book Distribution Throughout Dewey Classes

CLASS	NUMBER IN SAMPLE	PER CENT OF TOTAL
000-099	6	1.78
100-199	8	2.37
200-299	9	2.67
300-399	32	9.50
400-499	3	0.89
500-599	15	4.45
600-699	65	19.29
700-799	61	18.10
800-899	49	14.54
900-999	89	26.41
TOTALS	337	100.00

Figure 9: Subject Strength in Dewey Subclasses

SUBCLASS	NUMBER IN SAMPLE	PER CENT OF TOTAL*	RANK
920	34	10.09	1
910	19	5.64	2
940	18	5.34	3
640	16	4.75	4
740	16	4.75	5
810	16	4.75	6
970	13	3.86	7
800	13	3.86	8
820	13	3.86	9
630	10	2.97	10
650	10	2.97	11
TOTALS	136	52.13	

*Total Number of Nonfiction Cards in Sample of Collection = 337

PART II. E. BOOK COLLECTIONS

The sample results are interesting in that they demonstrate a higher concentration in biography --subclass 920--than anticipated.

Collection Age

On the following pages is a table of median ages of books by Dewey subclasses. When matched with collection strengths, they give a more complete description of the book collection's usefulness.

Figure 10: Median Ages of Dewey Subclasses

SUBCLASS	NUMBER IN SAMPLE	MEDIAN PUB. DATE
000-009	0	----
010-019	1	1971
020-029	3	1970
030-039	1	1965
040-089	0	----
090-099	1	1972
100-129	0	----
130-139	3	1971
140-149	1	1967
150-159	2	1977
160-169	0	----
170-179	1	1971
180-189	1	1967
190-199	0	----
200-209	0	----
210-219	1	1957
220-229	2	1961
230-239	1	1959
240-249	2	1976
250-259	1	1969
260-269	1	1968
270-279	0	----
280-289	1	1976
290-299	2	1966
300-309	5	1970
310-319	0	----
320-329	5	1976
330-339	6	1972
340-349	2	1962
350-359	2	1974
360-369	5	1970
370-379	3	1973
380-389	1	1972
390-399	3	1964

Figure 10 (Continued)

SUBCLASS	NUMBER IN SAMPLE	MEDIAN PUB. DATE
400-409	0	----
410-419	1	1962
420-429	1	1973
430-479	0	----
480-489	1	1961
490-499	0	----
500-509	1	1966
510-519	1	1964
520-529	1	1964
530-539	1	1968
540-549	1	1967
550-559	2	1972
560-569	0	----
570-579	2	1976
580-589	2	1975
590-599	4	1973
600-609	0	----
610-619	9	1974
620-629	10	1969
630-639	10	1973
640-649	16	1973
650-659	10	1974
660-669	2	1975
670-679	0	----
680-689	4	1971
690-699	4	1976
700-709	3	1969
710-719	3	1960
720-729	2	1949
730-739	3	1967
740-749	16	1971
750-759	4	1971
760-769	1	1971
770-779	2	1972
780-789	6	1972
790-799	21	1972
800-809	13	1960
810-819	13	1967
820-829	13	1969
830-839	1	no date
840-849	1	1970
850-859	0	----
860-869	1	1974
870-879	0	----
880-889	1	1964
890-899	3	1964

Figure 10 (Continued)

SUBCLASS	NUMBER IN SAMPLE	MEDIAN PUB. DATE
900-909	1	1971
910-919	19	1970
920-929	34	1971
930-939	0	----
940-949	18	1964
950-959	2	1973
960-969	1	1973
970-979	13	1972
980-989	1	1971
990-999	0	----
FICTION	128	1971

The most conscpcuous result of this tabulation is the low median age for all parts of class 500 (science)--only four of nine subclasses tested had ages later than 1971. Given the rapid developments of scientific knowledge, such low ages demonstrate less-than-adequate available science information in the circulating collections of the Hollins Branch Library.

Many subclasses have median publication years of 1971. Since that is the year that the Hollins Branch Library was fully open to the public, a 1971 imprint indicates that exactly half of the books in that subclass were on shelf when the library opened, and half were added since opening. Such a statistic would appear to indicate a rather balanced collection development in that subject. This is particularly true of the adult fiction, where a large sample size (128 items) should increase accuracy of the median age (1971).

Circulation

Out of 337 nonfiction sample items, 171, or 50.74%, were not on the shelf. The only circulation file able to be checked was for books sent to the bindery, and none of the items showed in that file. Sheer

volume made a search of the other files of books in circulation impossible.

It is unrealistic to assume that all books not on shelf are in circulation. A certain percentage is lost--these books will never be returned. Many books have been out in circulation for a year or more. The longer books remain out, the less their probability of returning to the library. Hence, the figure for books "in circulation" actually represents books not available to current library users for a variety of reasons--including loss and theft.

The figure, 50.74%, means that at any given time, around half of all nonfiction books are not on the shelf. Within certain classes, this probability is higher or lower, as the following table shows:

Figure 11:
Percentages of Books Not on Shelf in Dewey Classes

DEWEY CLASS	NUMBER IN SAMPLE	NUMBER OUT	PER CENT OUT
000-099	6	3	50.0
100-199	8	5	62.5
200-299	9	6	66.67
300-399	32	22	68.75
400-499	3	0	0.00
500-599	15	9	60.00
600-699	65	39	60.00
700-799	61	40	65.60
800-899	49	15	30.60
900-999	89	29	32.60
	337	171	150.74

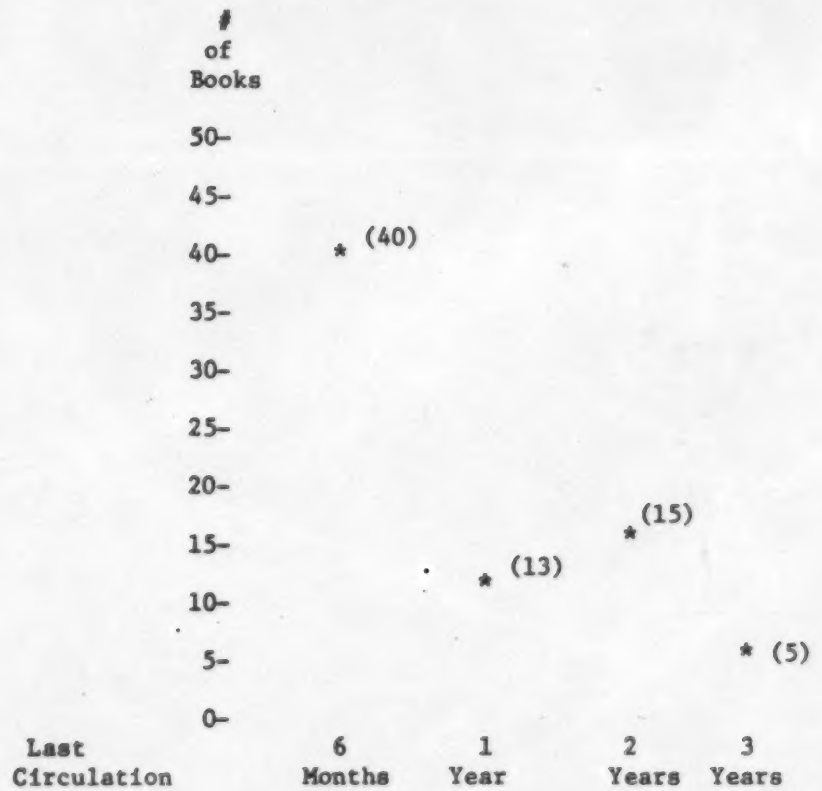
If one is looking for a particular book listed in the card catalog, one's chances seem greatest if it is a book on languages (class 400) or literature (800), and least if it is a book on social sciences (300), religion (200), arts or sports (700).

Among fiction books, 57 items, or 44.53% of the collection, were in circulation, and 71 were on the shelf. Of those on shelf,

PART II. E. BOOK COLLECTIONS

56.34% (40 books) had circulated within the past 6 months of sampling (i.e., July-December 1977), and 74.65% (53 books) had circulated within the last year (January-December 1977). As the following graph illustrates, distribution is along a generally-decreasing curve. This curve is more acute than those derived by Slote (p. 138-139), relating to book shelf-time; this current model shows very heavy use of the fiction collection. It would be useful to compare this model with ones for other libraries in the system, to see if the pattern is unique to Hollins. Circulation figures are for all books, without regard to imprint date, in this graph.

Figure 12: Frequencies of Circulation among Fiction Books



PART II. E. BOOK COLLECTIONS

Circulation statistics reveal interesting patterns when charted on a monthly basis over many years. The following graphs (Figures 13 through 18) represent adult and juvenile circulation from January 1971 through December 1976.

The most striking feature of the graphs is their periodicity--their uniform repetitions. Total number of books circulated may vary, but the points of high and low circulation remain unchanged.

Children's fiction circulation reached unusual highs in July 1975 and 1976. These summers are the same ones in which special-promotion reading clubs were held--prizes were furnished by McDonald's Restaurants. Obviously, the commercial tie-in was a valuable contribution to stimulate children's interest in the library.

Overall programming for adults and children should be scheduled to co-incide with maximum activity times as indicated by circulation. Children's circulation generally peaks in March-April, July, and October; May and December are always low points. The McDonald's reading program indicates that, when an activity co-incides with a seasonal high point, there is a multiplier effect increasing overall circulation.

An interesting observation about the adult circulation statistics is that July is the high point for fiction circulation, but March is usually the peak for nonfiction circulation. These statistics tend to indicate that people concentrate on recreational reading in the

summer, but are more interested in indoor activities--crafts, hobbies, or schoolwork--during winter.

Such a conclusion may appear intuitively obvious, but many intuitive hypotheses are not borne out in fact. In this case, it is interesting that the winter period, January through March, usually shows higher nonfiction circulation than the autumn period, September through December. Both seasons are within the school year, so that course-related circulation cannot account for all of the peak in the winter.

The basic point is that circulation reveals a pattern of library activity--a seasonal cycle, or biorythm, if you will--which may vary in quantity but rarely in times of greater or lesser activity. Programming should adjust to the seasons of the library, enhancing response to activities by insuring that the maximum potential audience is available for events.

Figure 13: Circulation Statistics
Adult Fiction, Nonfiction
1971, 1972

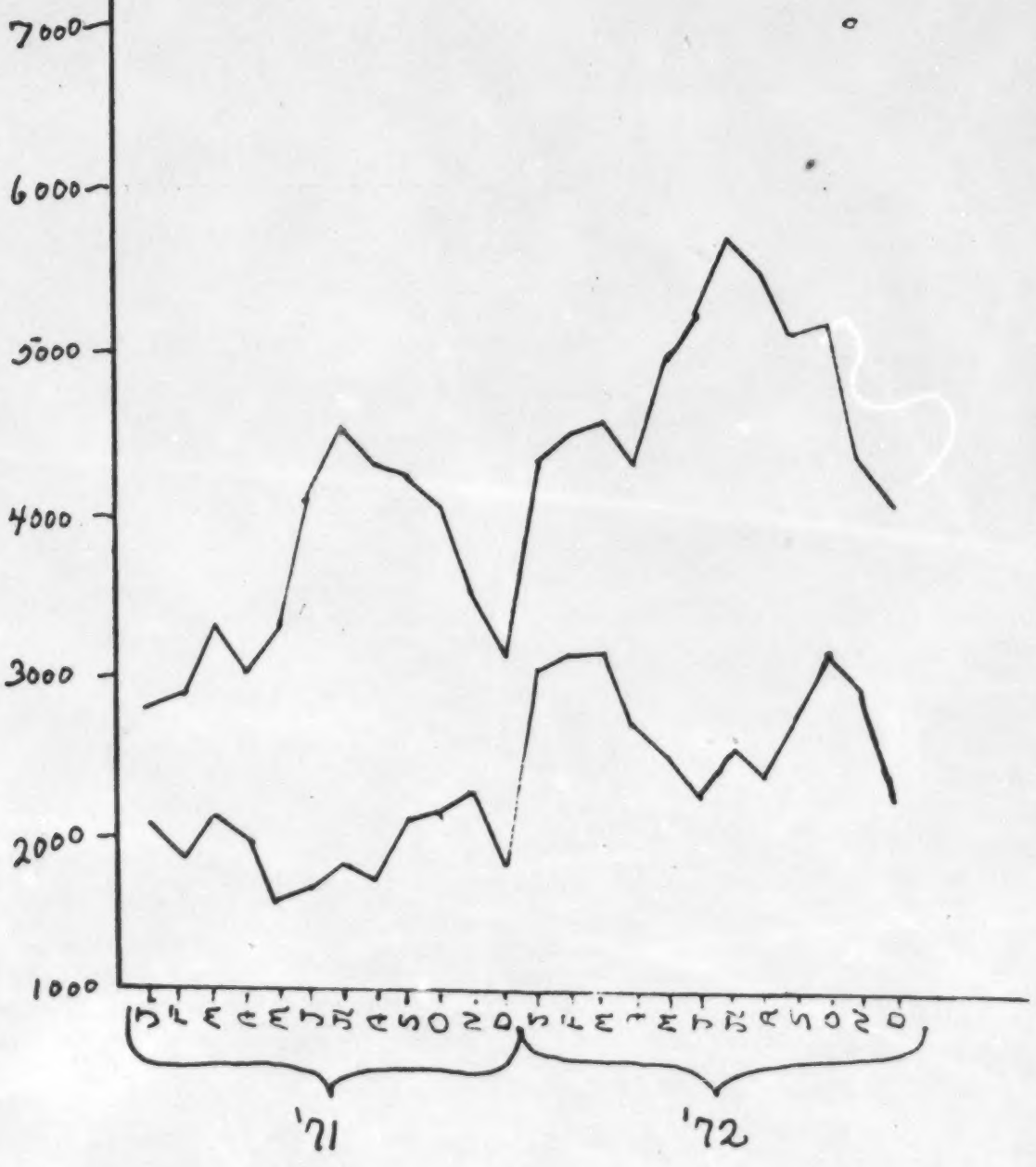


Figure 14: Circulation Statistics
Adult Fiction, Nonfiction
1973, 1974

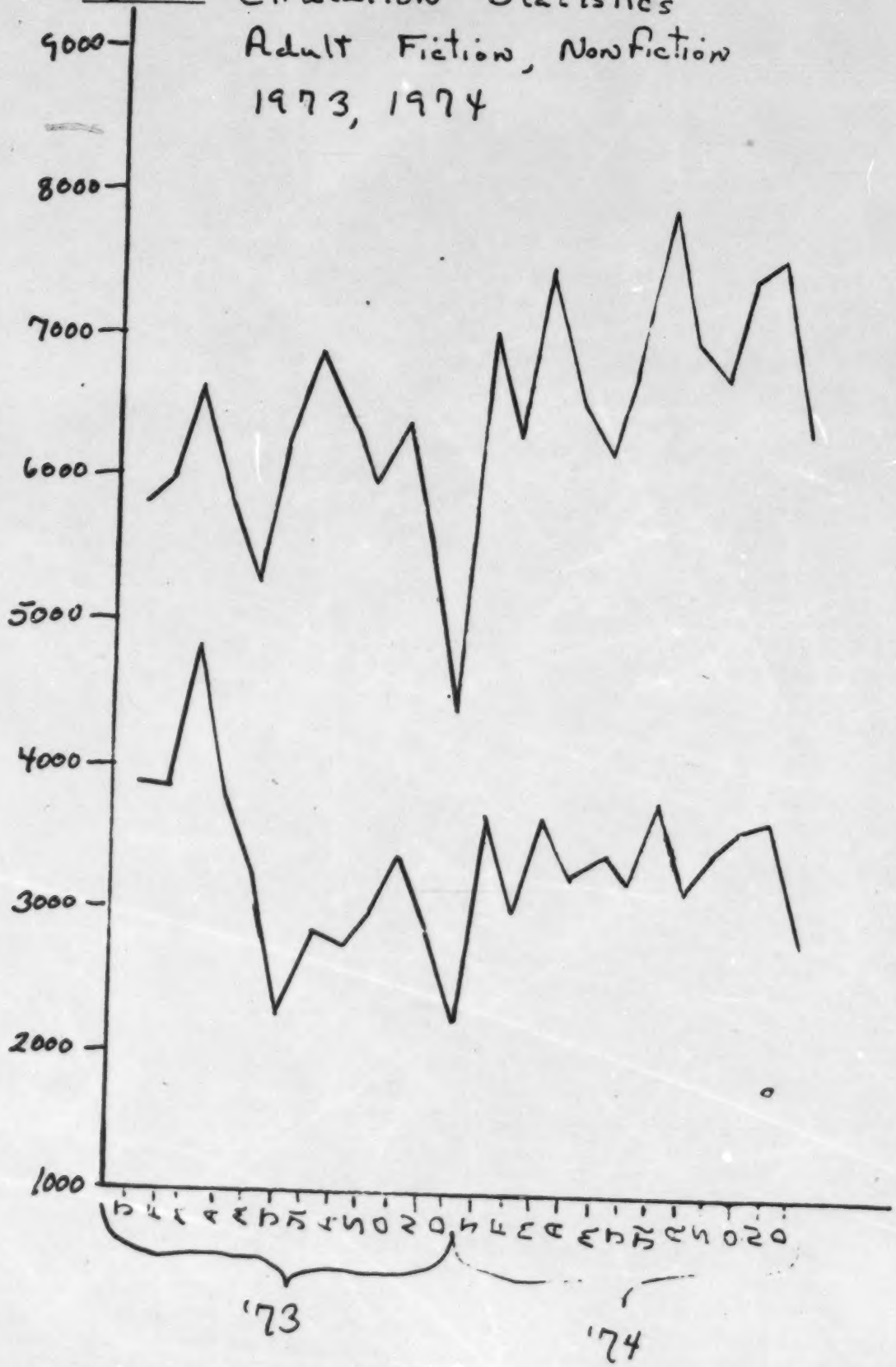


Figure 15:

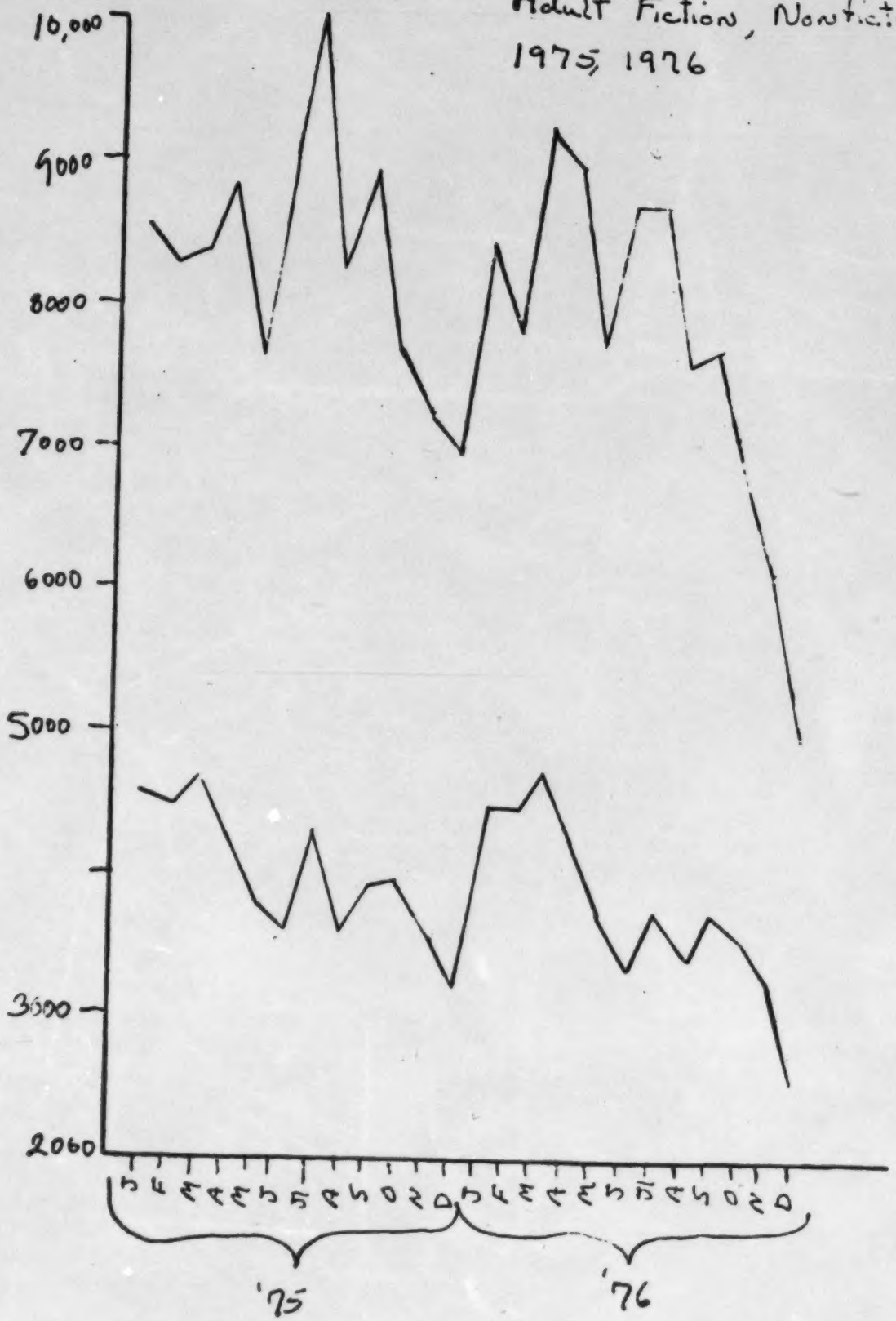

Circulation Statistics
Adult Fiction, Nonfiction
1975, 1976
10,000
9000
8000
7000
6000
5000
3000
2000
'75
'76

Figure 16: Circulation Statistics
Juvenile Fiction 1971, 1972

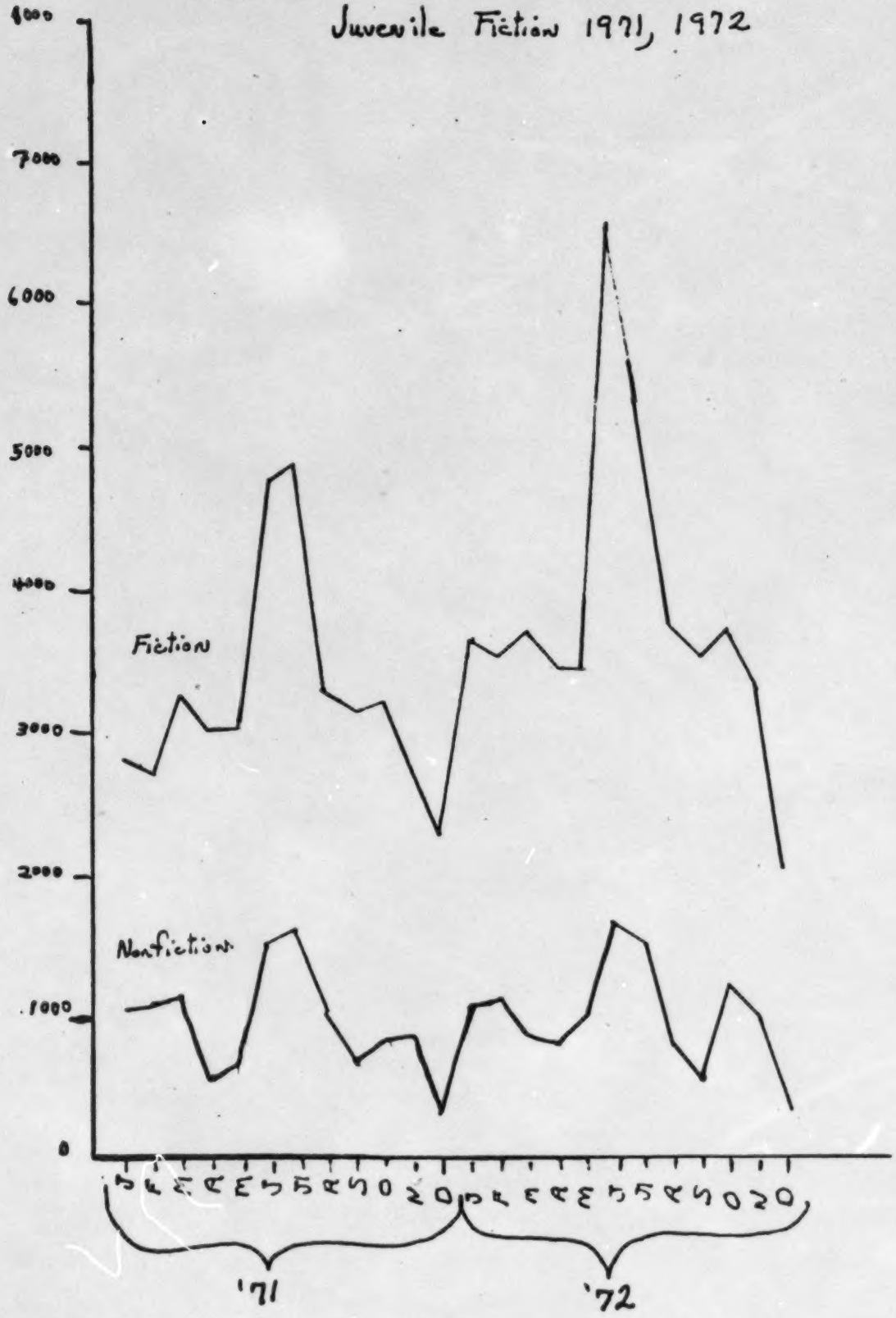


Figure 17: Circulation Statistics

Juvenile Fiction, Nonfiction

1973, 1974

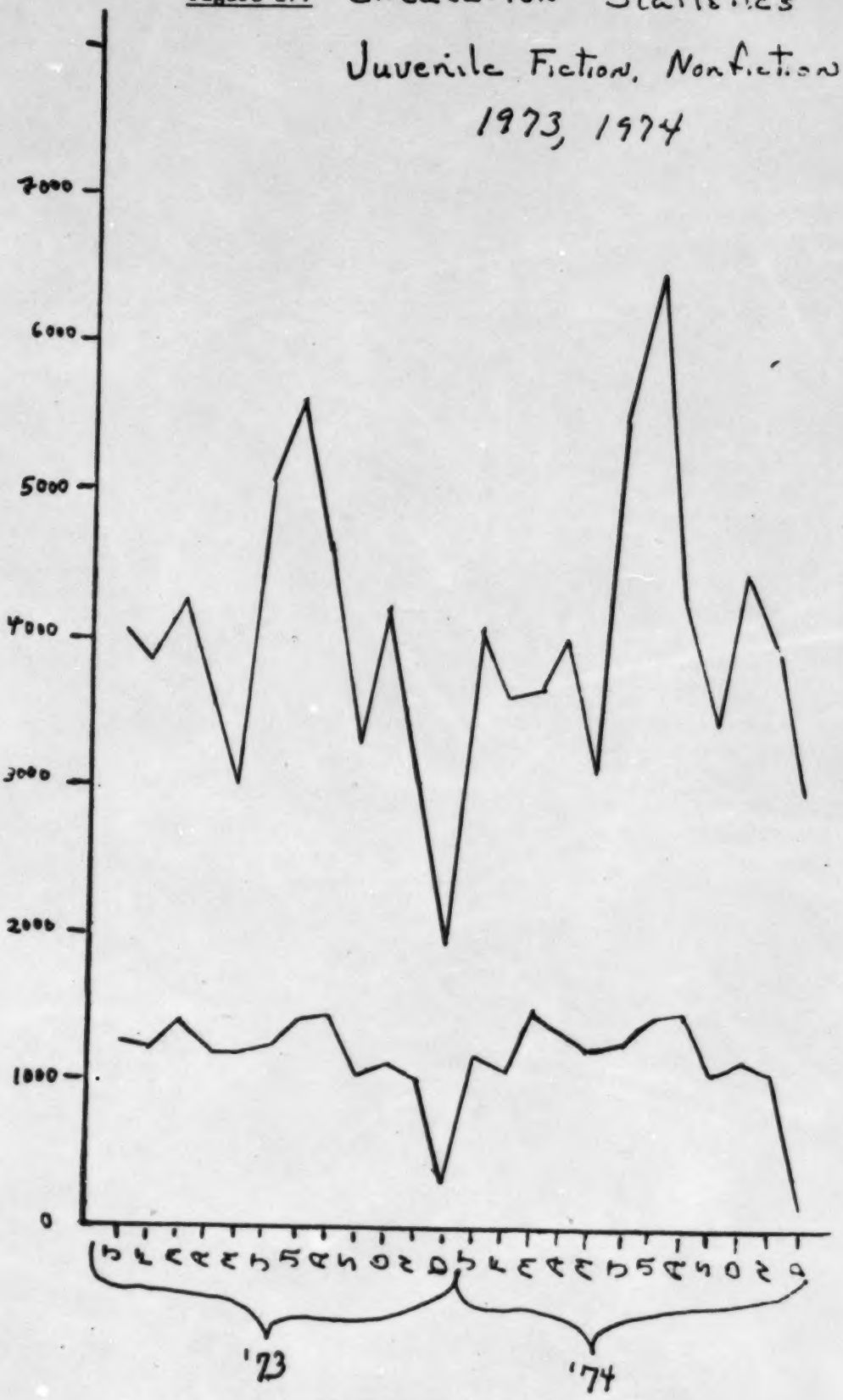
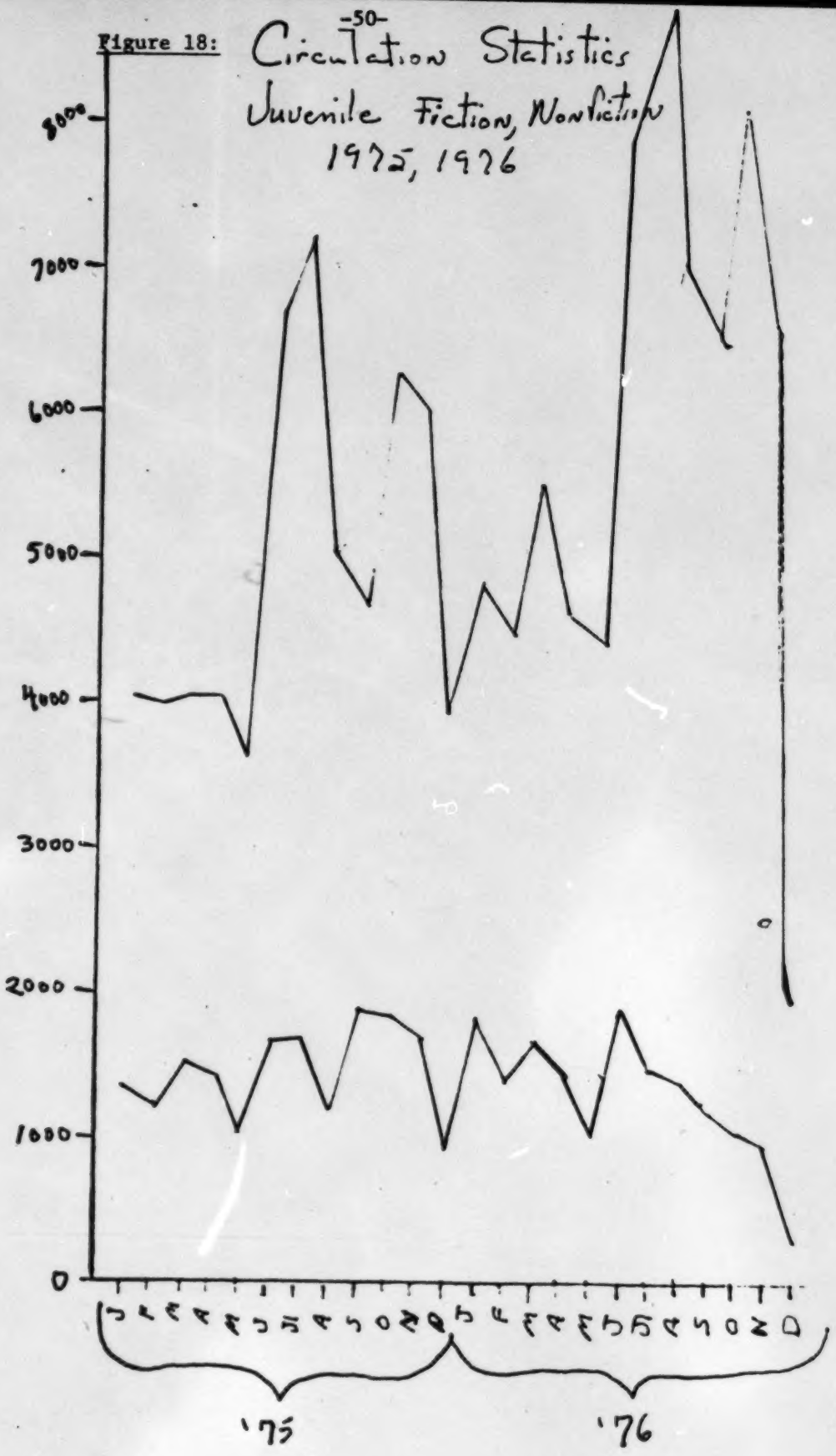


Figure 18: Circulation Statistics
Juvenile Fiction, Nonfiction
1975, 1976



PART II. F. STAFF

A total of six people work full-time (40 hours per week) at the Hollins Branch Library. Two additional employees work as part-time pages, for an additional 34 hours per week.

The library staff is not departmentalized into technical processing, children's services, or other specialized areas, as in larger libraries. While some employees may spend more time on certain activities than others, everyone works in all areas of library activity and programming.

Many programs offered in the past by the library have been conducted by library staff. Craft classes, chess instruction, cooking demonstrations and other classes have been offered by staff.

There is at present no formal program of on-going staff training, either for newcomers or for re-educating existing staff. Library work involves many skills--from public relations to child psychology--and there should be a formal training program to enhance the staff abilities already demonstrated.

PART II. G. SERVICES

The Hollins Branch Library offers a variety of programs and collections other than books. Special collections of framed art, phonorecords, and cassette tape recordings are available on loan, as are back issues of periodicals (the branch receives approximately 75 titles on subscription).

PART II. G. SERVICES

During most of the year, four separate story hours are held for children between 3 and 5 years old. A travel club meets weekly, attended primarily by senior citizens. Lamaze childbirth classes have been arranged by the library, and are now held every Wednesday in the meeting room.

The library is the only public community-activity building in the northern third or more of the county--covering an area between Vinton and Salem--excluding schools. For this reason alone, there is a great demand for meeting space at the library. Two meeting rooms are now available, since a foom formerly designated as the librarian's office has been converted into a small meeting area.

The Hollins Branch Library is also a scene of many Parks and Recreation Department programs for children and adults.

The library is open to the public for 64 hours a week, Monday through Saturday. If we assumed that most people spend 16 of every 24 hours awake, then on a weekly basis the Hollins Branch Library is available 57.14% of that time.

SUMMARY OF PART II: CHARACTERISTICS OF THE LIBRARY

Historically, the Hollins Branch Library has been a community-oriented facility--a definite advantage for any public library. The high level of activity and emphasis on book circulation in the past are beginning now to catch up with the library, however: the building is getting crowded, and the stacks are overcrowded while only half of all materials are on the shelf. The staff is public-service oriented, and this attitude should be enhanced by greater attention to training and development.

In marketing, a product is thought to go through four stages--introduction, growth, maturity, and decline. While the course is inevitable, each stage can be sustained or extended for a long time. The crucial point is that each stage requires different marketing strategies (Boone, p. 176). The Hollins Branch Library is transforming from introduction to growth or maturity stages, and more careful planning will be needed to sustain past performance.

More effective planning to take advantage of natural high-activity periods during the year could assist in this objective.

PART III. EFFECTIVE LIBRARY SERVICE: SUMMARY RECOMMENDATIONS

On the mundane level, there are some changes that could be performed within current fiscal limitations to improve the physical plant. A ramp for handicapped people, better graphics for the interior and exterior of the building, bicycle racks, and improved traffic flow in the parking area are easily attended to.

The distribution of library borrowers points to a higher-level matter--an item of major policy for all Roanoke area libraries. Hollins is currently serving groups of people in four jurisdictions--Roanoke County, Roanoke City, Botetourt County, and Salem--and it is being funded by only one jurisdiction--Roanoke County. The present volume of library use is straining existing resources at Hollins--half of the books are not on shelf, there is a shortage of space, heavy use of meeting facilities continues, etc. These needs will require future capital outlays for expanded resources and facilities.

Since there is a multi-jurisdictional demand for library services at Hollins, it seems apparent that co-operative supply of finances is the best solution to the situation.

To explore this hypothesis, samplings should be conducted in other county and city libraries' registration files. Recurrence of the Hollins correlations would lend additional empirical support to the idea of regional library services.

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APPENDIX I. DISTRIBUTION OF REGISTRATION SAMPLE.

	ZONE	ADULTS	CHILD	TOTAL
Roanoke City	010	2	0	2
	035	3	0	3
	050	1	0	1
	051	1	0	1
	057	1	1	2
	058	1	0	1
	065	1	0	1
	067	7	3	10
	068	1	0	1
	070	2	0	2
	071	1	0	1
	076	2	3	5
	077	5	1	6
	078	33	10	43
	079	7	1	8
	080	14	7	21
	081	4	1	5
	083	8	1	9
		94	28	122
Salem	102	1	0	1
	107	2	2	4
	108	2	2	4
	112	1	0	1
	117	1	0	1
	119	1	0	1
	125	1	0	1
	130	0	1	1
		9	5	14
Vinton	203	1	0	1
	205	1	0	1
		2	0	2
Botetourt Co.		7	3	10
Montgomery Co.		1	0	1
Bedford Co.		1	0	1

Roanoke County	ZONE	ADULT	CHILD	TOTAL
	306	1	0	1
	307	1	0	1
	313	4	1	5
	323	1	0	1
	327	1	0	1
	332	5	10	15
	333	27	11	38
	334	12	3	15
	336	15	8	23
	338	4	0	4
	339	4	2	6
	341	23	8	31
	342	9	5	14
	343	25	12	37
	344	5	3	8
	345	2	0	2
	Catawba	6	8	14
		145	71	216

TOTALS	259	107	366*

*Addresses could not be precisely identified on 34 registration cards.

APPENDIX II. DEWEY DECIMAL CLASSIFICATION SYSTEM

Second Summary: Divisions

000	**General works**	500	**Pure science**
010	Bibliography	510	Mathematics
020	Library science	520	Astronomy
030	General encyclopedias	530	Physics
040	General collected essays	540	Chemistry & allied sciences
050	General periodicals	550	Earth sciences
060	General societies	560	Paleontology
070	Newspaper journalism	570	Anthropology & biology
080	Collected works	580	Botanical sciences
090	Manuscripts & rare books	590	Zoological sciences
100	**Philosophy**	600	**Technology**
110	Metaphysics	610	Medical sciences
120	Metaphysical theories	620	Engineering
130	Branches of psychology	630	Agriculture
140	Philosophical topics	640	Home economics
150	General psychology	650	Business
160	Logic	660	Chemical technology
170	Ethics	670	Manufactures
180	Ancient & medieval	680	Other manufactures
190	Modern philosophy	690	Building construction
200	**Religion**	700	**The arts**
210	Natural theology	710	Landscape & civic art
220	Bible	720	Architecture
230	Doctrinal theology	730	Sculpture
240	Devotional & practical	740	Drawing & decorative arts
250	Pastoral theology	750	Painting
260	Christian church	760	Prints & print making
270	Christian church history	770	Photography
280	Christian churches & sects	780	Music
290	Other religions	790	Recreation
300	**Social sciences**	800	**Literature**
310	Statistics	810	American literature in English
320	Political science	820	English and Old English
330	Economics	830	Germanic literatures
340	Law	840	French, Provençal, Catalan
350	Public administration	850	Italian, Rumanian
360	Social welfare	860	Spanish, Portuguese
370	Education	870	Latin & other Italic literatures
380	Public services & utilities	880	Classical & modern Greek
390	Customs & folklore	890	Other literatures
400	**Language**	900	**History**
410	Comparative linguistics	910	Geography, travels, description
420	English & Anglo-Saxon	920	Biography
430	Germanic languages	930	Ancient history
440	French, Provençal, Catalan	940	Europe
450	Italian, Rumanian	950	Asia
460	Spanish, Portuguese	960	Africa
470	Latin & other Italic	970	North America
480	Classical & modern Greek	980	South America
490	Other languages	990	Other parts of world